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What is ZAP?

The United States Postal Service (USPS) Zone Analysis Program was developed to assist publishers and postal personnel in verifying that the zones are properly assigned to Periodicals mail based on the USPS National Zone Chart Matrix. Complete zone analysis verification is performed at least once a year for each publication. The office serving the publisher's original entry or additional entry office performs this verification. Zone information is provided as part of the documentation in a standardized format, or via a mail.dat input.

ZAP also has the capability to verify the correct zone allocation of mailed periodicals, including the option of identification as In-County or Out of County. ZAP also verifies which software produces hard copy documentation for the mailing.

ZAP Program Levels of Approval

Level 1: This process is performed by the National Customer Support Center (NCSC), BMA Certification Department, located in Memphis, TN. The software developer must submit test software electronically to the NCSC for verification of proper zone assignment and that the USPS electronic data (zone charts) is the key source being utilized.

- Must use current PAVE-certified presort software product.
- Must use the current USPS national zone chart matrix in determining the zone for each piece of mail.
- Postage statement facsimiles must be generated from the either the PAVE-certified software or via mail.dat files.
- ♦ USPS Qualification Reports and PS Form 3541, must reflect Zone Analysis Program (ZAP) approved status and the effective date of the zone chart matrix.
- ♦ ZAP-approved vendors are listed on the USPS Rapid Information Bulletin Board System (RIBBS) website located at http://ribbs.usps.gov.
- If developers' software products are "ZAP" approved, no annual zone summary of the postage payment review is required.
- Publishers using ZAP approved software, must attest to this with each mailing, by the signing of the PS Form 3541.

Level 2(A): This process is performed by the NCSC where the software is tested and verified for proper zone assignment and that the USPS zone chart matrix is the key source utilized. This process also checks hard copy output.

- ◆ The developer's software must either produce a Mail.dat file or processes a USPS Universal File Format test file, to participate in ZAP testing.
- The software must use the current USPS national zone chart matrix in determining the zone for each piece of mail.
- Publisher(s) must use computer generated software and corresponding computer generated postage statements to assign correct zone information.
- ♦ USPS Qualification Reports and PS Form 3541, must reflect Zone Analysis Program (ZAP) approved status and the date of the zone chart matrix.
- ◆ ZAP-approved vendors are listed on the USPS Rapid Information Bulletin Board System (RIBBS) website located at http://ribbs.usps.gov
- If developers' software products are "ZAP" approved, no annual zone summary of the postage payment review is required.
- Publishers using ZAP approved software, must attest to this with each mailing, by the signing of the PS Form 3541.

Level 2(B): This process is performed by the NCSC where the software is tested and verified for proper zone assignment and that the USPS zone chart matrix is the key source utilized. This process has no hard copy output.

- ♦ The developer's software must either produce a Mail.dat file or processes a USPS Universal File Format test file, to participate in ZAP testing.
- The software must use the current USPS national zone chart matrix.
- Publisher(s) must use computer generated software to assign correct zone information.
- ♦ The publisher must present the mailing information to the USPS in a format readable by the USPS at the time of mailing.
- ♦ ZAP-approved vendors are listed on the USPS Rapid Information Bulletin Board System (RIBBS) website located at http://ribbs.usps.gov
- If developers' software products are "ZAP" approved, no annual zone summary of the postage payment review is required.

Level 3:

- **Publisher** As required with most mailings, publishers using software that is not approved by the NCSC must submit standardized documentation with each mailing. In addition, publishers must submit a detailed zone listing when requested in advance by the USPS. Standardized documentation and the detailed zone listing enable the postmaster to verify that the software accurately assigned zone information.
- **Postmaster/Designee** of the entry office (any office where the mail is entered for acceptance and is paid) must annually perform a zone analysis on each publication entered at the office that does not requirements of level 1 or 2 above (PAVE Certified/ZAP-Approved).
- **Procedure**: The reviewing Post Office will manually verify and compare the publisher's 3-digit zone allocation on the detailed zone listing against the US Postal Service's current zone information and als compare the summary zone listing against the postage statement(s).
- Postmaster/Designee of the entry office (any office where the mail is entered for acceptance and \$\mathbf{\gamma}\$ is paid) must perform a zone analysis on each publication entered at the office that does not meet the requirements of level 1, 2, or 3 above.
- **Procedure**: The reviewing Post Office will manually verify and compare publisher's mailing/address listing to determine zones and compare and total this zone information against postage statement(s).

It is important to note that the verification procedures performed by Post Office personnel for both levels 3 and 4 are to be conducted after the selected Periodicals mailing is accepted.

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Level 4

Option 1

- **Publisher** Submits standardized documentation and a detailed zone listing not created by a software program. This documentation may be handwritten.
- Postmaster/Designee of the entry office (any office where the mail is entered for acceptance and postage is paid) must perform a zone analysis on each publication entered at the office that does not meet the requirements of level 1, 2, or 3 above.
- **Procedure**: The reviewing Post Office will manually verify and compare the publisher's 3-digit zone allocation on the detailed zone listing against the current US Postal Service's current zone information and also compare the summary zone listing against the postage statement(s).

Option 2

- **-Publisher** Submits the entire mailing/address list for the issue verified in ZIP Code sequence.
- **-Postmaster/Designee** of the entry office (any office where the mail is entered for acceptance and postage is paid) must perform a zone analysis on each publication entered at the office that does not meet the requirements of level 1, 2, or 3 above.
- **Procedure**: The reviewing Post Office will manually verify and compare publisher's mailing/address listing to determine zones and compare and total this zone information against postage statement(s).

It is important to note that the verification procedures performed by Post Office personnel for both levels 3 and 4 are to be conducted after the selected Periodicals mailing is accepted.

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Company Name: ACCUZIP, INC Developer For: Retail Product Version: 5.0 Product Name: ACCUZIP6

Sales Contact : STEVE BELMONTE

Address: 3522 EL CAMINO REAL City: ATASCADERO State: CA ZIP+4 93422-2531

Phone: (800) 233-0555 Extension: Fax:

Email: SALES@ACCUZIP.COM Web address: WWW.ACCUZIP.COM

Options Supported

Postage Statement Facsimiles ✓ PS Form 3541 ✓ ZAP Approved Level:

✓ PS Form 3541-A ✓ Periodicals - In-County Rates ✓ PS Form 3541-M

Date Certified: 1/14/2005 Expiration Date: 12/31/2005

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Company Name: ANCHOR SOFTWARE, LLC

Product Name: MAX PRESORT

Sales Contact: GEORGE CORTES

Address: 730 E PARK BLVD STE 104

City: PLANO State: TX ZIP+4 75074-8845

Developer For:

Product Version:

Phone: (972) 881-2424 Extension: Fax:

Email: GCORTES@ANCHORCOMPUTERSOFTWARE. Web address: WWW.ANCHORCOMPUTERSOFTWARE.COM

Options Supported

✓ ZAP Approved Level: 1

✓ Periodicals - In-County Rates

Postage Statement Facsimiles

Retail

5.01

✓ PS Form 3541

✓ PS Form 3541-A

PS Form 3541-M

Date Certified: 1/1/2005 Expiration Date: 12/31/2005

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Company Name: BCC SOFTWARE, INC. Developer For: Retail Product Name: MAIL MANAGER 2010 Product Version: 2.04

Sales Contact: JOHN SUCESE

Address: 75 JOSONS DR City: ROCHESTER State: NY ZIP+4 14623-3494

Phone: (800) 453-3130 Extension: Fax:

Email: SALES@BCCSOFTWARE.COM Web address: WWW.BCCSOFTWARE.COM

Options Supported

✓ ZAP Approved Level: 1

✓ Periodicals - In-County Rates

Postage Statement Facsimiles

✓ PS Form 3541

✓ PS Form 3541-A

PS Form 3541-M

Date Certified: 12/7/2004 Expiration Date: 12/31/2005

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Company Name: BCC SOFTWARE, INC. Developer For: Retail Product Name: MAIL MANAGER 2010 Product Version: 2.05

Sales Contact: JOHN SUCESE

Address: 75 JOSONS DR City: ROCHESTER State: NY ZIP+4 14623-3494

Phone: (800) 453-3130 Extension: Fax:

Email: SALES@BCCSOFTWARE.COM Web address: WWW.BCCSOFTWARE.COM

Options Supported

✓ ZAP Approved Level: 1

✓ Periodicals - In-County Rates

Postage Statement Facsimiles

✓ PS Form 3541

✓ PS Form 3541-A

PS Form 3541-M

Date Certified: 12/2/2004 Expiration Date: 12/31/2005

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Company Name: BCC SOFTWARE, INC. Developer For: Retail Product Name: MAIL MANAGER 2010 Product Version: 2.06

Sales Contact: JOHN SUCESE

Address: 75 JOSONS DR City: ROCHESTER State: NY ZIP+4 14623-3494

Phone: (800) 453-3130 Extension: Fax:

Email: SALES@BCCSOFTWARE.COM Web address: WWW.BCCSOFTWARE.COM

Options Supported

✓ ZAP Approved Level: 1

✓ Periodicals - In-County Rates

Postage Statement Facsimiles

✓ PS Form 3541

✓ PS Form 3541-A

PS Form 3541-M

Date Certified: 1/15/2005 Expiration Date: 12/31/2005

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Company Name: BCC SOFTWARE, INC. Developer For: Retail Product Name: MAIL MANAGER 2010 LE Product Version: 2.04

Sales Contact: JOHN SUCESE

Address: 75 JOSONS DR City: ROCHESTER State: NY ZIP+4 14623-3494

Phone: (800) 453-3130 Extension: Fax:

Email: SALES@BCCSOFTWARE.COM Web address: WWW.BCCSOFTWARE.COM

Options Supported

✓ ZAP Approved Level: 1

✓ Periodicals - In-County Rates

Postage Statement Facsimiles

✓ PS Form 3541

✓ PS Form 3541-A

PS Form 3541-M

Date Certified: 12/7/2004 Expiration Date: 12/31/2005

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Company Name: BCC SOFTWARE, INC. Developer For: Retail Product Name: MAIL MANAGER 2010 LE Product Version: 2.05

Sales Contact: JOHN SUCESE

Address: 75 JOSONS DR City: ROCHESTER State: NY ZIP+4 14623-3494

Phone: (800) 453-3130 Extension: Fax:

Email: SALES@BCCSOFTWARE.COM Web address: WWW.BCCSOFTWARE.COM

Options Supported

✓ ZAP Approved Level: 1

✓ Periodicals - In-County Rates

Postage Statement Facsimiles

✓ PS Form 3541

✓ PS Form 3541-A

PS Form 3541-M

Date Certified: 12/7/2004 Expiration Date: 12/31/2005

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Company Name: BCC SOFTWARE, INC. Developer For: Retail Product Name: MAIL MANAGER 2010 LE Product Version: 2.06

Sales Contact: JOHN SUCESE

Address: 75 JOSONS DR City: ROCHESTER State: NY ZIP+4 14623-3494

Phone: (800) 453-3130 Extension: Fax:

Email: SALES@BCCSOFTWARE.COM Web address: WWW.BCCSOFTWARE.COM

Options Supported

✓ ZAP Approved Level: 1

✓ Periodicals - In-County Rates

Postage Statement Facsimiles

✓ PS Form 3541

✓ PS Form 3541-A

PS Form 3541-M

Date Certified: 1/15/2005 Expiration Date: 12/31/2005

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Company Name: DATATECH SMARTSOFT, INC Developer For: Retail Product Name: SMARTADDRESSER 2020 Product Version: 5.0

Sales Contact: MIKE MAGUIRE

Address: 5290 OVERPASS RD STE 132 City: SANTA BARBARA State: CA ZIP+4 93111-2048

Phone: (888) 227-7221 Extension: Fax: (805) 683-3744

Email: SALES@SMARTSOFTUSA.COM Web address: WWW.SMARTSOFTUSA.COM

Options Supported

✓ ZAP Approved Level: 1

✓ Periodicals - In-County Rates

Postage Statement Facsimiles

✓ PS Form 3541

✓ PS Form 3541-A

✓ PS Form 3541-M

Date Certified: 1/14/2005 Expiration Date: 12/31/2005

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.52c Product Name: POSTALSOFT BUSINESS EDITION Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M

Date Certified: 3/16/2005 Expiration Date: 12/31/2005

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.52c Product Name: POSTALSOFT BUSINESS EDITION Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M

Expiration Date: 12/31/2005

Date Certified: 11/17/2004

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.60C Product Name: POSTALSOFT BUSINESS EDITION Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M

Date Certified: 6/1/2005 Expiration Date: 12/31/2005

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.61c Product Name: POSTALSOFT BUSINESS EDITION Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M

Expiration Date: 12/31/2005

Date Certified: 7/12/2005

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.51c Product Name: POSTALSOFT DESKTOP MAILER Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M

Expiration Date: 12/31/2005

Date Certified: 11/23/2004

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.52c Product Name: POSTALSOFT DESKTOP MAILER Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M

Expiration Date: 12/31/2005

Date Certified: 3/25/2005

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.60C Product Name: POSTALSOFT DESKTOP MAILER Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M

Date Certified: 6/1/2005 Expiration Date: 12/31/2005

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.61c Product Name: POSTALSOFT DESKTOP MAILER Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M

Expiration Date: 12/31/2005

Date Certified: 7/12/2005

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.51c Product Name: POSTALSOFT PRESORT Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M Date Certified: 11/8/2004 Expiration Date: 12/31/2005

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.52c Product Name: POSTALSOFT PRESORT Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M Date Certified: 3/10/2005 Expiration Date: 12/31/2005

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Company Name: GROUP 1

Product Name: MAILSTREAM PLUS

Sales Contact: LLOYD MOSS

Address: 4200 PARLIAMENT PLACE STE 600 City: LANHAM State: MD ZIP+4 20706-1882

Phone: (888) 413-6763 Extension: Fax:

Email: INFO@G1.COM Web address: WWW.G1.COM

Options Supported

✓ ZAP Approved Level: 1

✓ Periodicals - In-County Rates

Postage Statement Facsimiles

Retail

7.05.00

✓ PS Form 3541

Developer For:

Product Version:

✓ PS Form 3541-A

PS Form 3541-M

Date Certified: 3/14/2005 Expiration Date: 12/31/2005

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Company Name: INTERLINK, INC. Developer For: Retail Product Version: 1.1.0.G Product Name: Sales Contact: JACKIE KANTOWSKI Address: PO BOX 207 City: BERRIEN SPRINGS State: MI ZIP+4 49103-0207 Phone: (269) 473-3103 Extension: Fax: (269) 473-1190 Email: JACKIE@TOTALCIRCULATION.COM Web address: WWW.TOTALCIRCULATION.COM **Options Supported Postage Statement Facsimiles ✓** PS Form 3541 ✓ ZAP Approved Level: 1 PS Form 3541-A ✓ Periodicals - In-County Rates PS Form 3541-M

Expiration Date: 12/31/2005

Date Certified: 12/8/2004

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Company Name: TIME CUSTOMER SERVICE	Developer For: In-House
Product Name: OMS	Product Version: 8.8
Sales Contact : BARRY ELLIOTT	
Address: 1 NORTH DALE MABRY	City: TAMPA State: FL ZIP+4 33609-2700
Phone: (813) 878-6904 Extension:	Fax: (813) 878-6452
Email: BARRY.ELLIOTT@CUSTSERV.COM	Web address:
Options Supported ✓ ZAP Approved Level: 1	Postage Statement Facsimiles PS Form 3541
Periodicals - In-County Rates	PS Form 3541-A
	PS Form 3541-M
Date Certified: 1/24/2005	Expiration Date: 12/31/2005

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Company Name: EXI	PERIAN		Developer For:	In-House
Product Name: QA	LS		Product Version:	1.05
Sales Contact : DO	UG GILBERT			
Address: 955 AMER	ICAN LN	City: SCHAUN	MBURG	State: IL ZIP+4 60173-
Phone: (224) 698-836	9 Extension:	Fax: (224) 698	-5889	
Email: DOUG.GILBE	RT@EXPERIAN.COM	Web address:	WWW.EXPERIAN.CO	DM
Options Support ✓ ZAP Approved □ Periodicals - In-Co	Level: 2A		PS Form 3541	ement Facsimiles
	unity Nates		☐ PS Form 3541-M	

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Company Name: FIRSTLOGIC Developer For: Retail Product Version: 7.51c Product Name: POSTSORT.DAT PLANNER Sales Contact: INFORMATION CENTER Address: 100 HARBORVIEW PLAZA City: LA CROSSE State: WI ZIP+4 54601-4071 Phone: (888) 215-6442 Extension: Fax: Email: INFORMATION@FIRSTLOGIC.COM Web address: WWW.FIRSTLOGIC.COM **Options Supported Postage Statement Facsimiles** ✓ PS Form 3541 ✓ ZAP Approved Level: 2A PS Form 3541-A Periodicals - In-County Rates PS Form 3541-M Date Certified: 1/26/2005 Expiration Date: 12/31/2005

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Company Name:	QUAD GRAPHICS		Developer For:	In-House
Product Name:	QUAD GRAPHICS		Product Version:	1.1
Sales Contact :				
Address:		City:		State: ZIP+4
Phone:	Extension:	Fax:		
Email:		Web address:		
Options Solve ✓ ZAP Approve ☐ Periodicals - I	•	2A	Postage Stat ✓ PS Form 3541 ☐ PS Form 3541-A ☐ PS Form 3541-M	
Date Certified: 1	12/20/2004		Expiration Date: 12/	31/2005

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